

netmera

Customer Data & Engagement Platform



© 2024 — NETMERA. ALL RIGHTS RESERVED.

Who we are

-  **300+** Web and Mobile Applications
-  **500+** Million App/Web Users
-  **30+** Billion Monthly Notifications
-  **30+** Billion Monthly Processed Events

-  Since **2014**
-  **100+** Enterprise Customers
-  **50+** Team Members
-  Partners   



Digital Marketer's



Goals

- Increase revenue from digital channels
- Engage users to make them complete the desired action
- Keep users in your app and increase usage of digital channels
- Re-engage inactive users
- Reduce customer churn



Challenges

- Lack of accurate data collection
- Not easy to understand customer experience on digital channels
- Customer data is distributed across multiple systems, difficult to segment and target customers
- Difficult to see campaign results and ROI
- High IT dependency to create engagement scenarios and campaigns
- High acquisition costs

Netmera

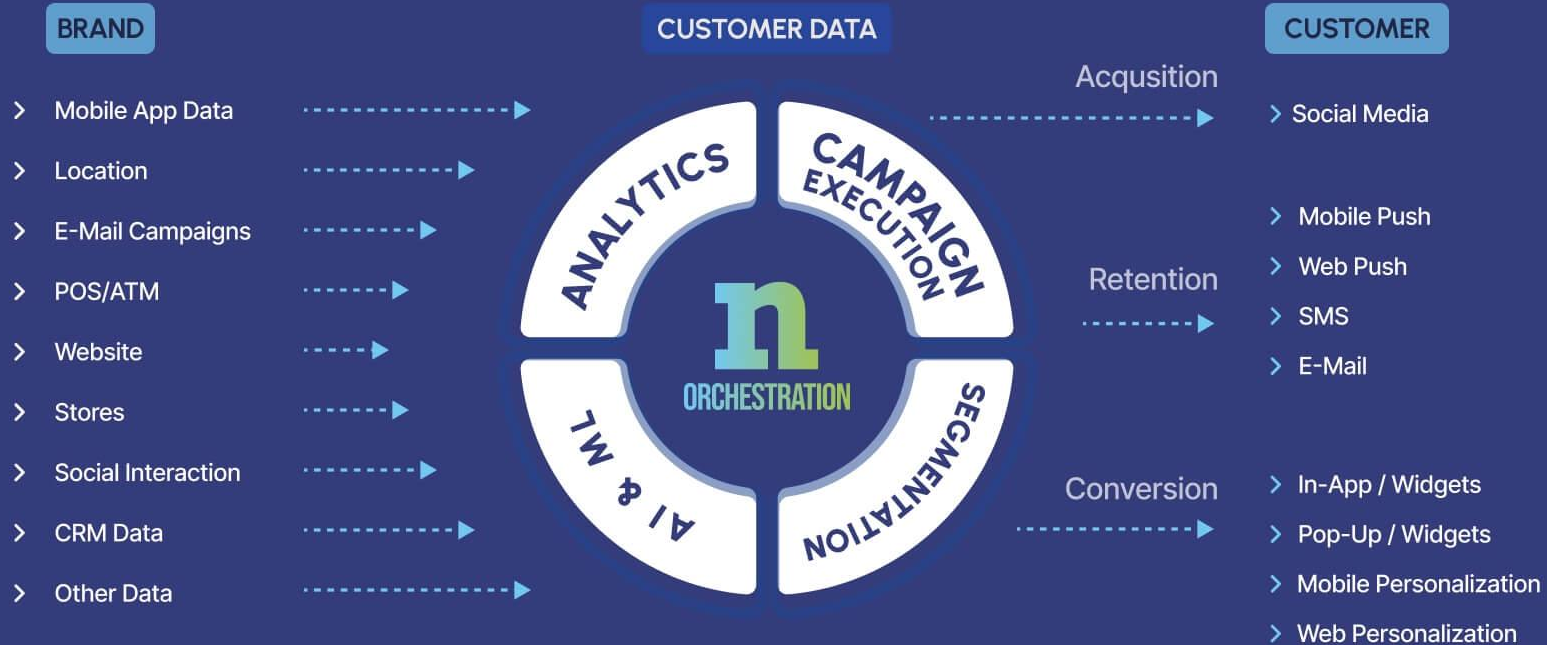
Netmera is a Customer Data & Engagement Platform that consolidates customer data from various channels into a single hub, making it **analyzable** and **actionable** to enable the execution of personalized marketing strategies.



netmera

One Platform:

Data Collection + Analytics + Engagement

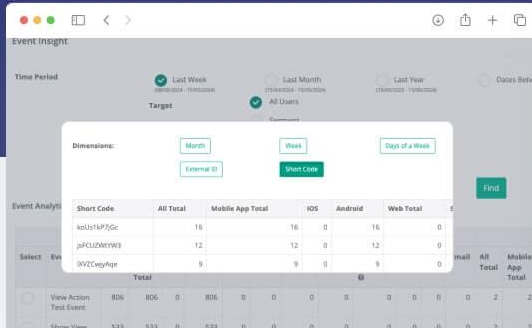


Scalability, Security, Privacy, Min. IT Dependency

Customer Behavior Analytics

REALTIME!

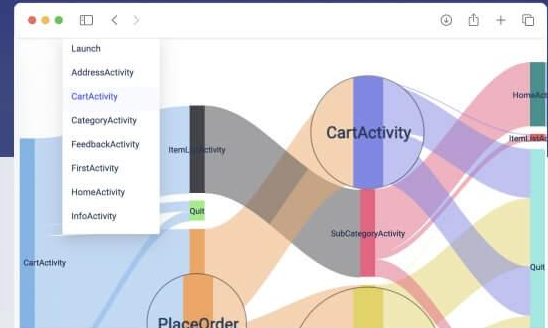
✓ Event Insights



✓ Funnels



✓ Screen Tracking & User Paths



Access to customer behavior data in **REALTIME!**

Customer Data & Campaign Targeting

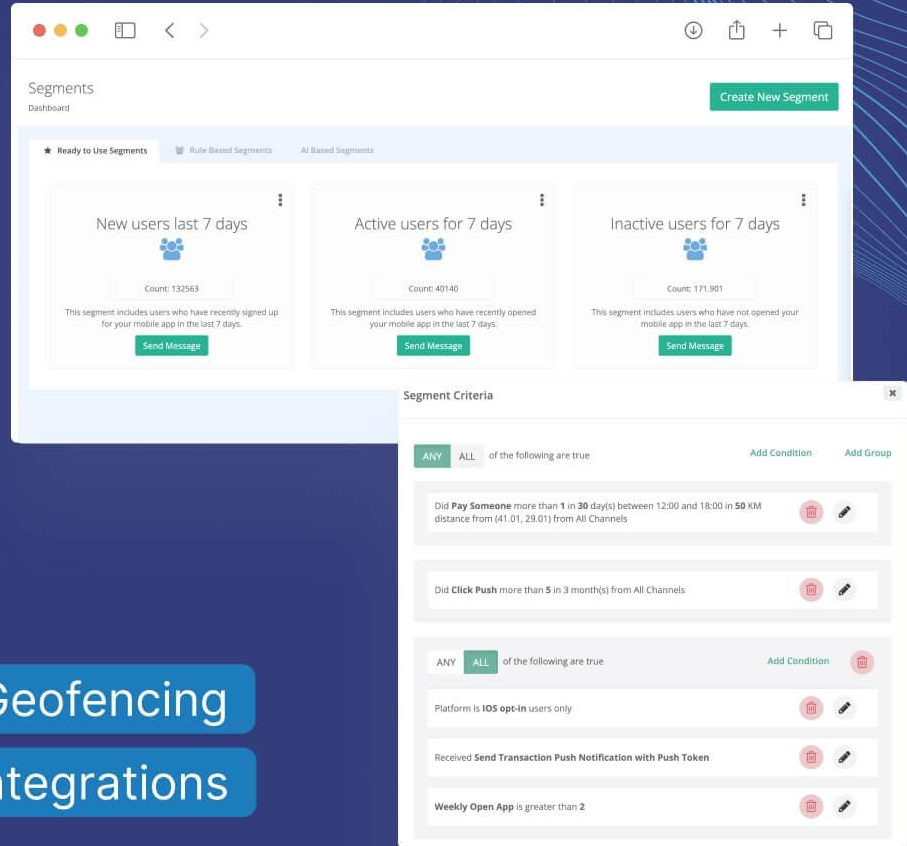
✓ Customer Profiles

✓ Segments

✓ Predictions

✓ Location based campaigns & Geofencing

✓ Bi-directional customer data integrations



Campaign Execution

Hyper-personalized communication scenarios

✓ Customer Journeys & Interaction Mapping

✓ Campaign and transactional messaging

✓ Channels



Push notifications



In-app Messaging



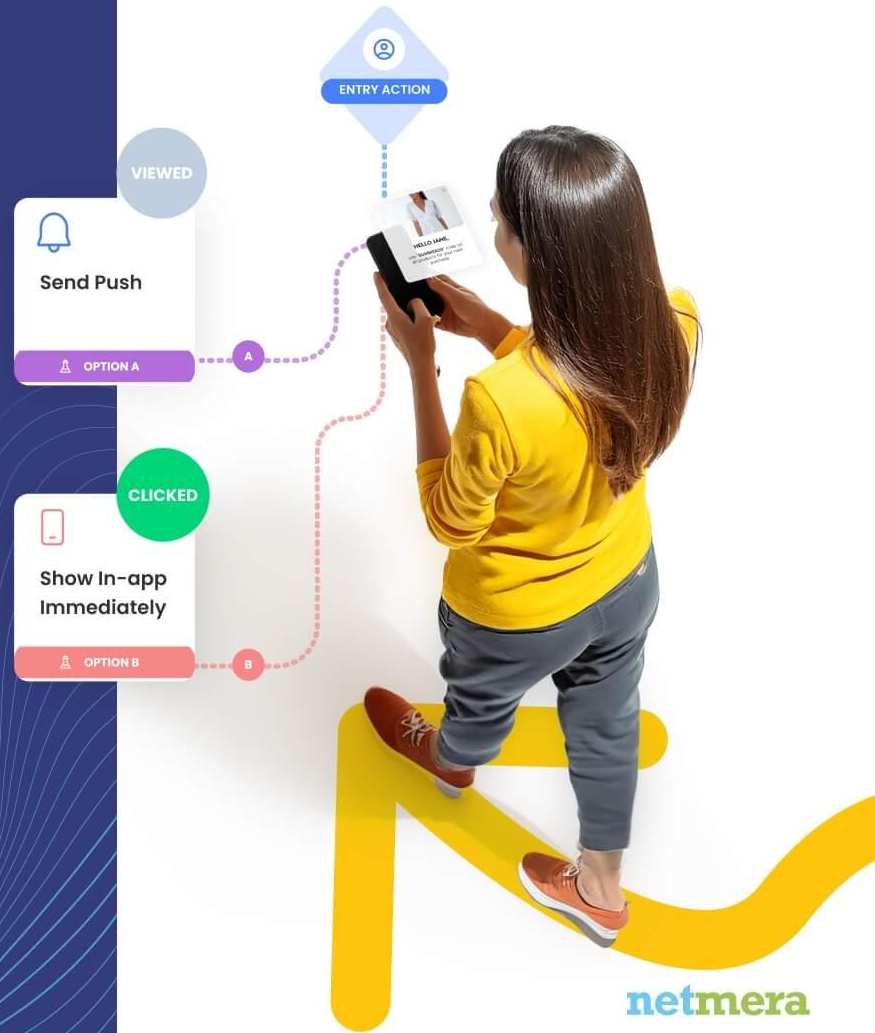
Email



Personalization

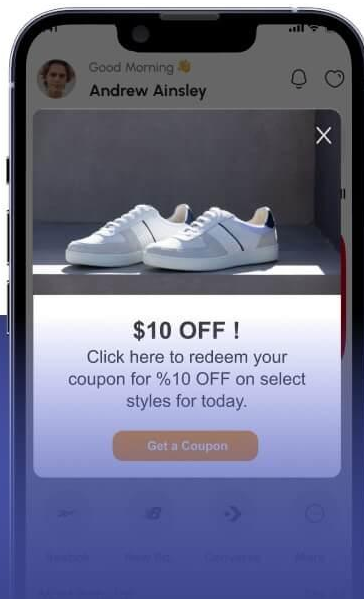


SMS



Engagement & Loyalty Tools

✓ Coupons



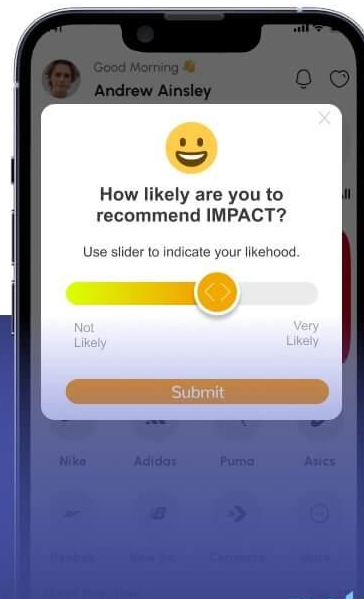
✓ Spin to win



✓ Story



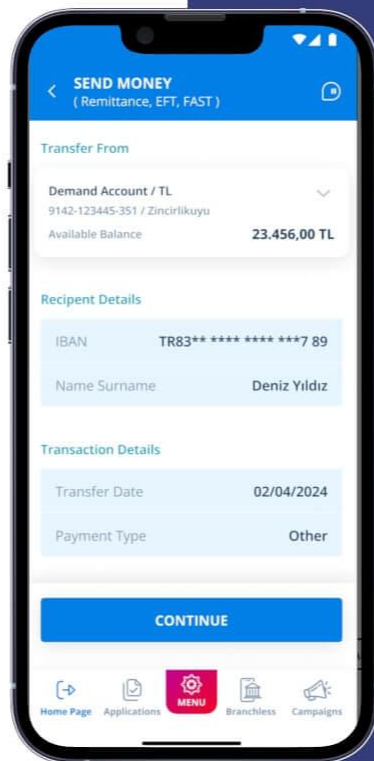
✓ Survey and Feedback



How Denizbank uses Analytics

DenizBank utilizes Funnels, Netmera's advanced analytics feature, to **analyze every step** of the credit application process.

DenizBank



Churn Rate
reduced by

41%

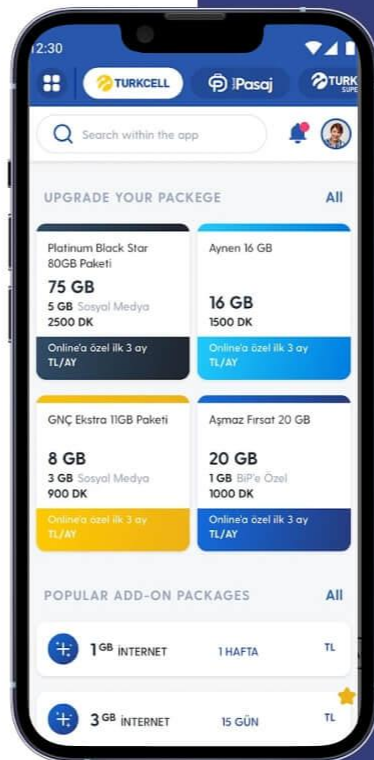
Credit utilization
levels restored to

10%

netmera

How Turkcell Digital Services uses Mobile Widgets

Turkcell Digital Services aimed to measure **customer satisfaction** and experience on their mobile application.



In just 10-months, Turkcell Digital Services & Solutions was able to:

Increased CES by
(Customer Effort Score)

13%

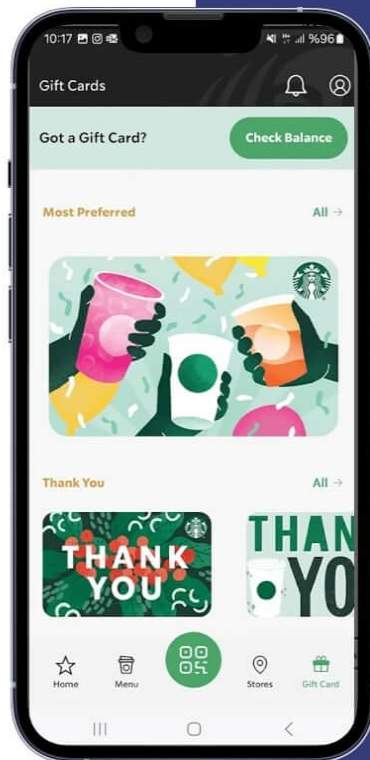
**Improved App Store
Ratings by**

50%

How Starbucks boosts Loyalty with Netmera

Starbucks uses Netmera to:

- Increase user engagement and loyalty,
- Manage campaigns & coupons as a result of gamification,
- Offer location based personalization,
- Activate and reactive users



Increased Foot
Traffic by

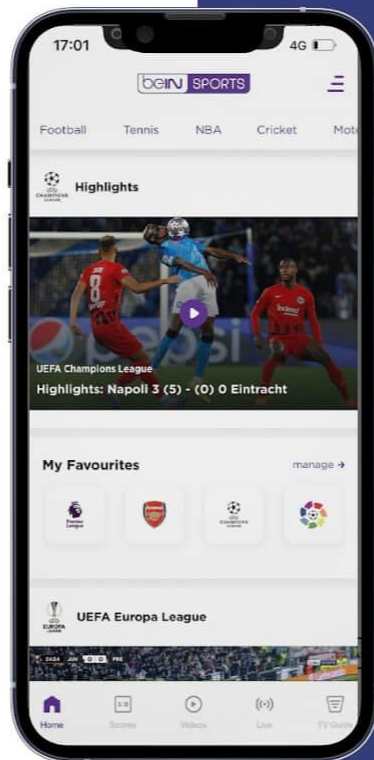
15%

Increased Loyalty
Programme
Participation Rate by

25%

How beIN CONNECT uses Advanced Segmentation

beIN CONNECT wants to prevent users from unsubscribing and to win back lost customers with an omnichannel approach.



beIN
MEDIA GROUP

**7.5%
CTR**

Reached 7.5% CTR with onboarding push notifications.

3X

Increased new subscriptions by 3X.

15%

Increased active users by 15%.

10%

Increased retention by 10%.



Overall, beIN CONNECT increased revenue.

netmera

How Mackolik uses Fast Push Notifications

- Turkey's most used sports app
- Real-time updates on favorite team news and relevant sports insights.



mackolik

50M+

50M+ Users Open
The App Per Day

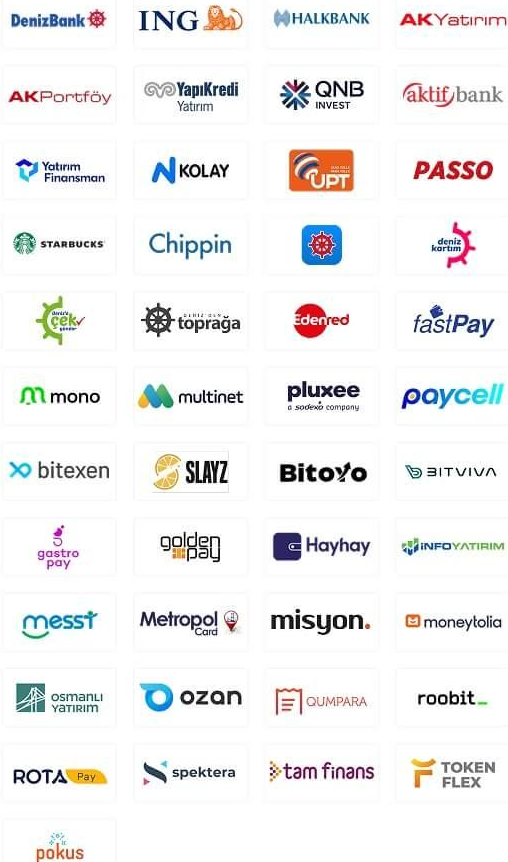
20K+

20K+ Daily Different
Notifications Sent

5M

Ability To Send
5M Notifications
Per Second

BANKING AND FINTECH



MEDIA AND ENTERTAINMENT



TELECOMMUNICATION



OTHERS



Why Netmera



Leader in Mobile Engagement

Over 300 successful integrations since 2014.
Mature SDKs



Analytics + Engagement

Beyond analytics, empowering you with actionable data.



Real-time Customer Data

Real-time data and real-time triggered actions



High Scalability

Serving to 500M+ app and web users, including Turkey's top mobile apps.



Self-Service

No SQL or JavaScript skills required for the marketers.



Minimal IT Dependency

Integration in 2-3 weeks.
No ongoing IT or development dependency.



Security, Privacy and Regulations

%100 compatible, proven and certified.



Round-the-Clock Dedicated Support

Dedicated business critic and local support whenever you need it.



THANK YOU

✉ info@netmera.com

🌐 www.netmera.com

🌐 www.linkedin.com/company/netmera

© 2024 — NETMERA. ALL RIGHTS RESERVED.

